

Provisional Product List for NAICS 541820: Public Relations Agencies*

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Industry Subject Area	Working Group Code	Tri- lateral Detail	English Title	English Definition	Product Exists in:			National Product Detail			NAICS Industries Producing the Product			CPC Codes
					C	M	U	C	M	U	Canada	Mexico	U.S.	
54182	1	X	Full public relations services	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, place or idea. Various sectors of the public includes community groups, constituents, minority groups, employees, investors, etc.	X	X	X				541820	541820	541820 541810	83121
54182	1.1		Full public relations services, personal promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a person. Various sectors of the public includes community groups, constituents, minority groups, employees, investors, etc.	X	X	X		X		541820	541820	541820 541810	83121
54182	1.2		Full public relations services, product promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a product. Various sector of the public includes community groups, constituents, minority groups, employees, investors, etc.	X	X	X		X		541820	541820	541820 541810	83121
54182	1.3		Full public relations services, place promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a place. Various sector of the public includes community groups, constituents, minority groups, employees, investors, etc.	X	X	X		X		541820	541820	541820 541810	83121
54182	1.4		Full public relations, idea or policy issue promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a policy issue or idea. Various sector of the public includes community groups, constituents, minority groups, employees, investors, etc.	X	X	X		X		541820	541820	541820 541810	83121
54182	1.5		Full public relations services, other type of promotion	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting something other than a person, product, place or idea. Various sector of the public includes community groups, constituents, minority groups, employees, investors, etc.	X	X	X		X		541820	541820	541820 541810	83121
54182	2		Media relations	Developing and implementing strategies for communicating with media to help shape public perception, respond to media inquiries, and provide appropriate information on behalf of the client.	X	X	X				541820	541820	541820	83121 92900 84410

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54182	2.1	X	Media training	Providing training to an organization's spokespersons or to employees in general on communicating correctly with the media.	X	X	X				541820	541820	541820	92900
54182	2.2	X	Publicity	Developing and disseminating planned messages through selected media without payment to further an organization's interest, product, service, cause, or event.	X	X	X				541820	541820	541820	84410
54182	3	X	Crisis manageme nt	Identifying potential problem areas for the client and developing strategies to prevent situations from developing into crisis. Also, developing and implementing communications strategies for handling a crisis which has already occurred.	X	X	X				541820	541820	541820	83121
54182	4	X	Lobbying	Developing strategies to influence key legislature and regulatory government officials to support public policy positions favorable to the client's objectives. Also known as "governmental affairs".	X	X	X				541820	541820	541820	83121
54182	5	X	Event manageme nt	Developing and implementing a communications strategy through the use of special events or event sponsorships.	X	X	X				541820	541820	541820	85970
54182	6	X	Media monitoring and analysis	Collecting and recording editorial coverage published in various mass media about the client or its competition ("clipping service") and preparing analysis of the coverage.	X	X	X				541820	541820	541820	84520
54182	7	X	Developme nt/fundrais ing	Developing a communications strategy to demonstrate the need for and encourage the public to voluntary contribute to support an organization or cause.	X	X	X				541820	541820	541820	83121
54182	8	X	Other public relations services, not elsewhere specified	Other public relations services, not elsewhere specified.	X	X	X				541820	541820	541820	83121

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